

From: Pat McMurray

Subject: Indonesia Festival 2011 - July 9 - Pitch for Performance on Mall with 5000 Musicians and Angklung Maestro

The Indonesian ambassador here in Washington, Dr. Dino Patti Djalal, is hosting a July 9 festival on the National Mall. He is eager to publicize his country's culture – especially its music. The embassy has organized a massive effort to set a world record for the largest angklung ensemble ever. (The angklung is a traditional bamboo instrument that's easy to play.) Daeng Udjo is the name of the maestro.

Here is the link to the ambassador's invitation to join the concert on July 9 on YouTube.

<http://www.youtube.com/watch?v=OPqdKOiXwg&feature=related>

Here is the link to Daeng Udjo's performance – it's a big event, and although he speaks good English, it's hard to really hear him.

<http://www.youtube.com/watch?v=M5fVYFoXFZg>

A judge from the Guinness Book of World Records will attend the event to certify it – if they get the 5000 angklung players they are hoping for. It's a very visual (and very noisy) story. If you are interested in covering the performance, would you like to pre-interview the ambassador and the angklung maestro who is coming to DC from Indonesia to conduct the ensemble?

Details are below. Thanks, Pat McMurray (202) 429-6889

Indonesia Festival 2011: Celebrating Multiculturalism

When:

Saturday, July 9, 2011 1PM-9PM - the angklung world record attempt will take place from 5:30-7 PM. The first 5,000 people to attend will get a free angklung.

Where:

Washington Monument

How:

Official Website

Cost:

Free

What/Why:

Indonesian festival 2011 is a cultural event organized by Indonesian Embassy in Washington, D.C., the Indonesian community in Washington, and other cultural organizations. The event aims to promote a diverse Indonesian cultural tradition as well as to host distinguished American singers and bands. Besides various music and dance performances, the festival will highlight a world record attempt of 'the Largest Angklung Ensemble' which is expected to be joined by thousands of participants. The committee has registered the attempt with the Guinness World Records.

The theme of the festival is 'Celebrating Multiculturalism' through which diverse cultures meet and bring together people to celebrate their diversity. The event will present various traditional dances from different regions in Indonesia, Indonesian music, Indonesian products exhibition, Indonesian martial arts, Indonesian food as well as American music.

Other performers include Air Supply and Raheem DeVaughn.

The event will take place on July 9, 2011, from 1PM to 9PM at the Washington Monument Grounds, Washington, D.C.

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From: Meghan Smith <msmith@quinngillespie.com>

Date: Thu, 7 Jul 2011 14:57:20 -0400

Subject: DC MEDIA ALERT: GUINNESS WORLD RECORD-BREAKING, AIR SUPPLY AND RAHEEM DEVAUGHN AT INDONESIA FESTIVAL 2011

DC MEDIA ALERT FOR SATURDAY, JULY 9: GUINNESS WORLD RECORD-BREAKING, AIR SUPPLY AND RAHEEM DEVAUGHN AT INDONESIA FESTIVAL 2011 ON NATIONAL MALL

PRESS & INTERVIEW REQUESTS:

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WHAT: The Embassy of Indonesia will host Indonesia Festival 2011, this Saturday on the National Mall in Washington, D.C. This **FREE** event will offer guests the opportunity to sample traditional Indonesian cuisine, dance, music and martial arts. **GUINNESS WORLD RECORDS™** will be on hand to witness Maestro Daeng Udjo lead an ensemble, comprised of 5,000 attendees, in the world's largest angklung (bamboo musical instrument) performance in history. In addition, the festival will feature special performances by **Air Supply** and **Raheem DeV Vaughn**.

WHERE: North Lawn of the Washington Monument, near 15th Street and Constitution Avenue NW, on Washington D.C.'s National Mall.

WHEN: Saturday, July 9, 2011 from 1.00 to 9.00 PM (schedule overview attached or below)

WHO: 80s Billboard Chart-topping duo **Air Supply**, Grammy-nominated singer/songwriter **Raheem DeV Vaughn**, internationally-acclaimed Angklung Maestro **Daeng Udjo**, traditional Indonesian dance, music and martial arts performers, and nearly **5,000 Washingtonians** who hope to set a new GUINNESS WORLD RECORD™ by performing in the largest angklung ensemble ever.

WHY: Make history as Washington sets a new world record by playing 5,000 bamboo angklungs, meet Air Supply and Raheem DeV Vaughn, and experience traditional Southeast Asian cooking, dance and martial arts without leaving the District. Attendees who participate in the record-breaking will be gifted their angklung and presented with an official certificate to commemorate their achievement.